

# Downtown Austin Wayfinding System

November 8, 2012

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SLIDE

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# Project Background

## ■ Why do we need a wayfinding system?

### ■ **Downtown Austin is a major destination**

- Residents in and around the Central Texas region
- 7 million visitors annually
- An array of attractions including performance venues, restaurants, galleries, and shopping
- A natural infrastructure which supplies the opportunities for running, walking, biking and other outdoor activities.

### ■ **Called for in the Downtown Austin Plan - adopted December 8, 2011** (Recommendation TP-1.5) Establish a comprehensive wayfinding system for all modes of transportation.

## ■ What funding is available for the project?

### ■ **Funding has been provided by a portion of the increased revenue from the extended parking meter hours**

# Project Phases



## **Downtown Wayfinding Analysis and Recommendations Report**

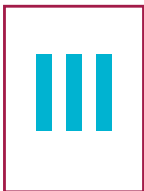
Analyze existing conditions, plans, initiatives, and interview key stakeholders. From this analysis create a clear and overriding concept for Downtown navigation presented in an illustrative Downtown Wayfinding Concept Plan.



## **Downtown Wayfinding Master Plan**

Building upon Phase I, by creating the design and framework for the system.

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## **Downtown Wayfinding Graphics Manual**

Using the Downtown Wayfinding Master Plan as the foundation, develop a Graphics Manual that bridges the concept developed for navigation with a focused and legible plan for implementation.



## **Downtown Wayfinding System Implementation**

Fabrication and installation of the final system.

# Project Timeline | September 2011 to Today

- **Council authorized contract negotiations with Merje for design services**  
(September 2011)
- **Existing Analysis and Stakeholder interviews**  
(December - February 2012)
- **Public meeting** *What is Wayfinding?*  
(January 2012)  
**Public meeting** *Presentation of Options 1-3*  
(March 2012)
- **Refinement to recommended Option 4 and Master Plan**  
(March to July)
- **Public meeting** *Presentation of Option 4 and final draft Master Plan*  
(August 2012)
- **Presented final draft of Downtown Austin Wayfinding Master Plan to Boards and Commissions**  
(Late August - Early September)





FIGURE 2.1

*The Downtown Austin Wayfinding System will consider all wayfinding tools and visitor touch points*





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STANDARD WAYFINDING ICONS



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PROPOSED ICONS CUSTOMIZED FOR DOWNTOWN AUSTIN



# Downtown Austin Wayfinding Master Plan

## Wayfinding Approach

- The physical layout of downtown aids users in understanding their orientation and determining their location in downtown.
- A wayfinding website and open-data scenarios are being recommended for mobile applications.
- Gateways shall consider streetscape, lighting and public art elements.
- 5 Primary visitor destinations will receive a larger radius of vehicular signage.
- Primary destinations will be directed to using symbols.
  - simplify the information
  - minimize the overall size of sign panels

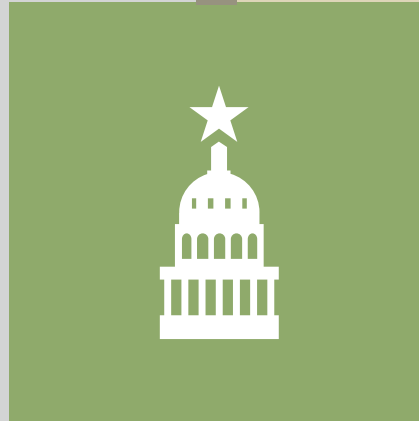
# Downtown Austin Wayfinding Master Plan

## Wayfinding Approach

- Secondary destinations will receive vehicular signage at the nearest decision point.
- Minimize the quantity of signs in Historic Districts.
- Parking will be promoted through a variety of tools: technology, printed materials, electronic displays and static signage.
- Pedestrian wayfinding information will be placed at public transportation hubs, parking areas, trail access points and at priority pedestrian streets into downtown.

FIGURE 3.2

*The layout of Downtown Austin, with its numbered streets, organized street grid and visual landmarks, helps to create a memorable mental map that aids a user in establishing their orientation in the environment.*



CONGRESS AVE

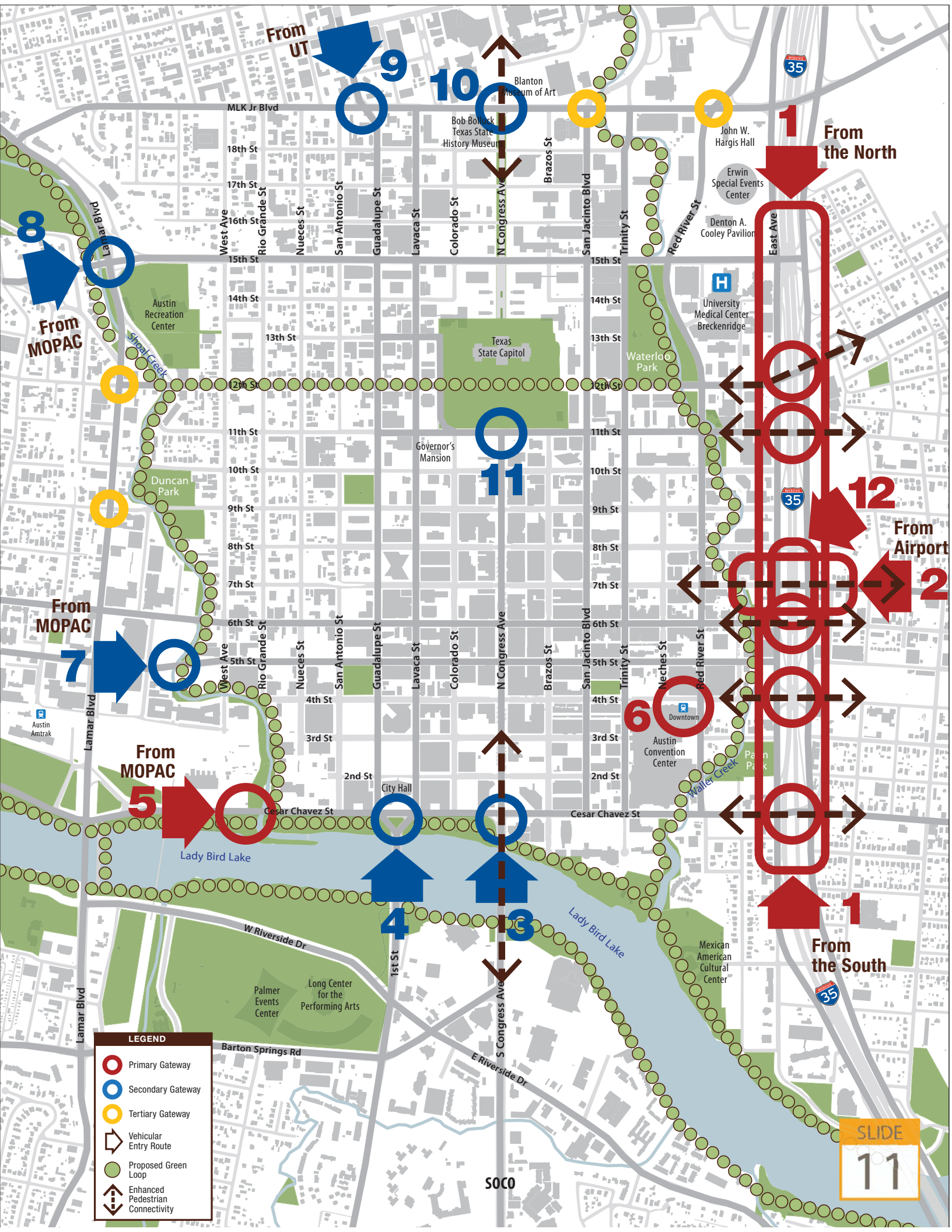
Street Addresses (West)  
← W100

Street Addresses (East)  
E100 →

numbered streets →

SLIDE

10



# Gateways Design Principals

- Welcoming & Celebrating
- Visually & Conceptually Related
- Site Specific
- Multiple Functionality
- Artfully-Conceived & Austin-Imbued
- Wayfinding Related
- Announcing and Informing





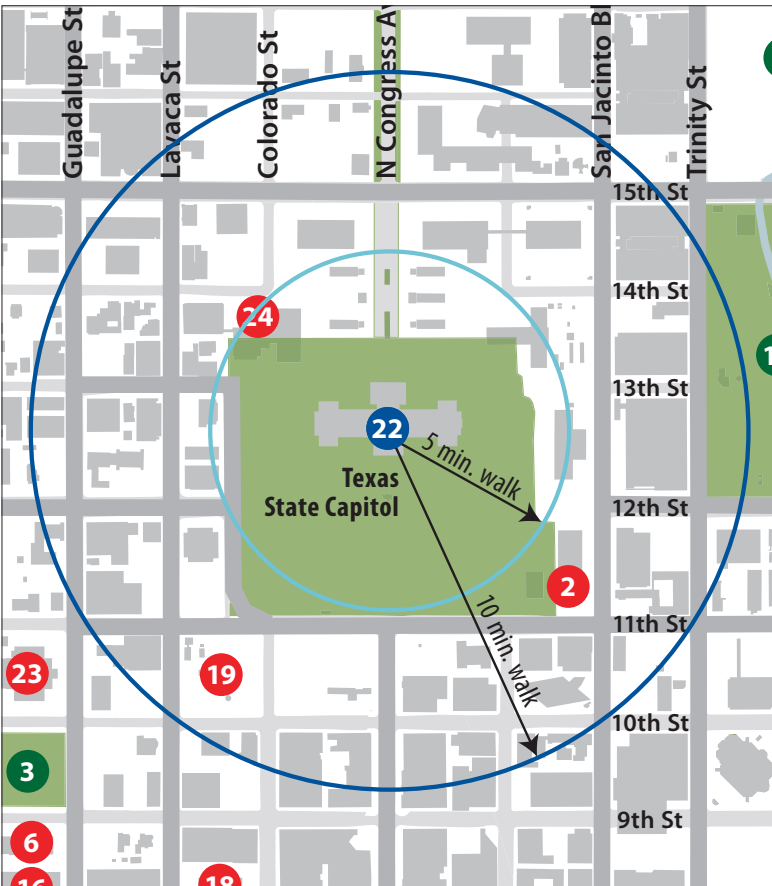








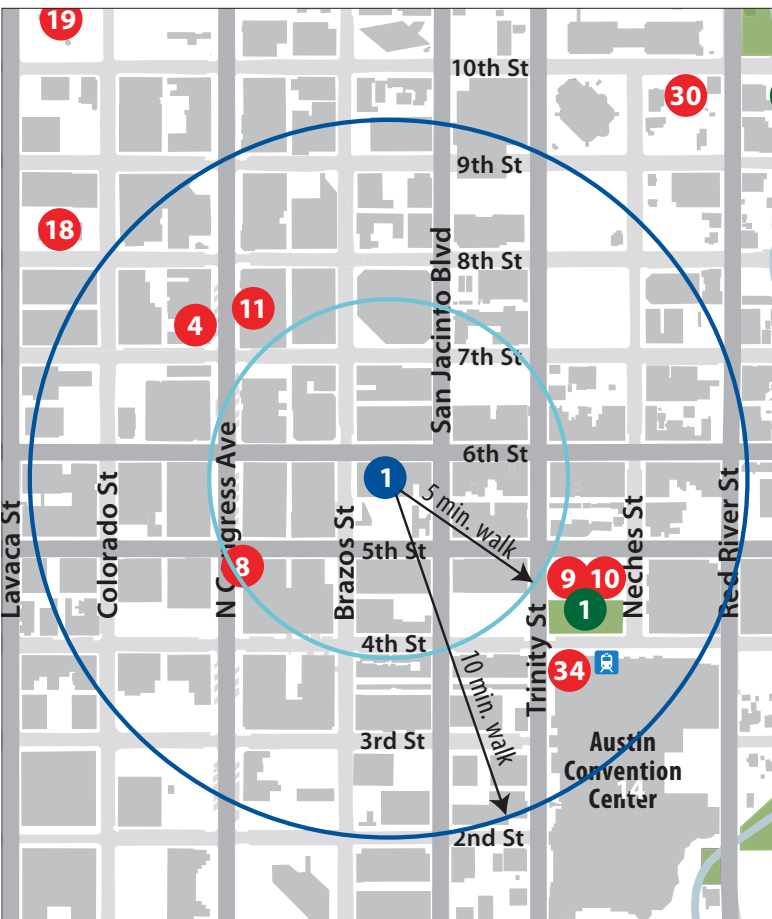




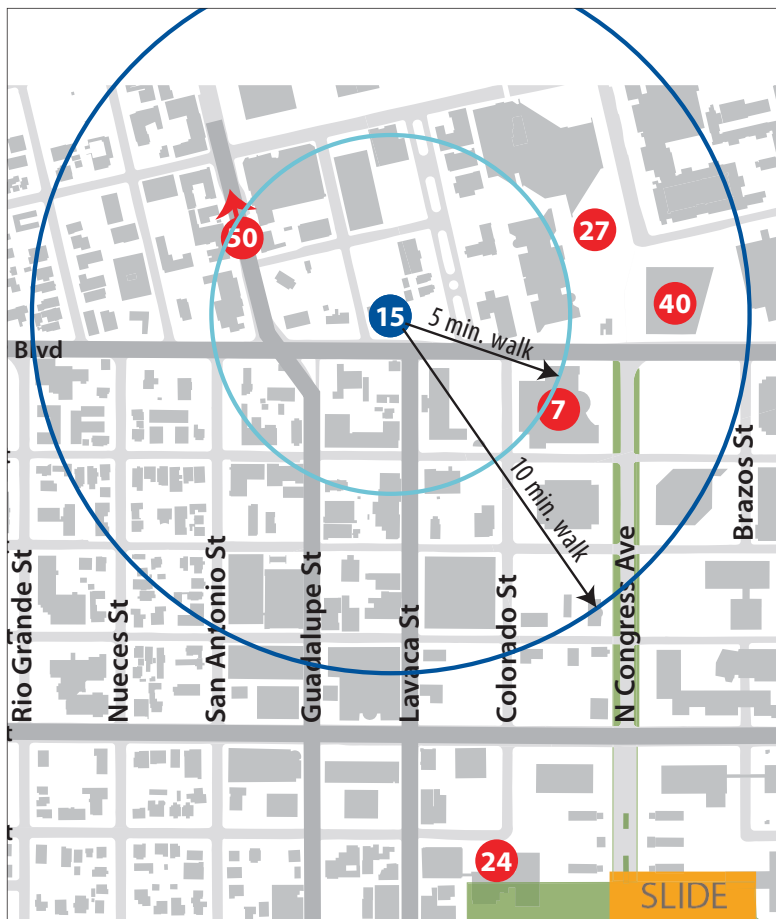
*State Capitol*



*Convention Center*



*Visitor Center*



*University (ATT Center)*



**LEGEND**

- Primary Vehicular Traffic
- Electronic Parking Information Signs
- Elect. Park Info Sign Parking Route
- Priority Electronic Parking Information Signs
- 842 Parking Over 500 spaces
- 685 City Hall and Convention Center Parking Garages
- 130 Parking Under 500 spaces
- DMS Dynamic Message Signs
- 17,000 Car Traffic

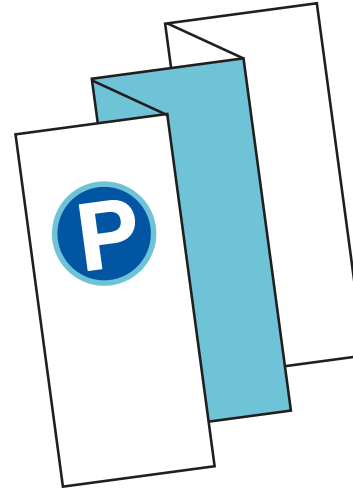


# downtown parking cont.

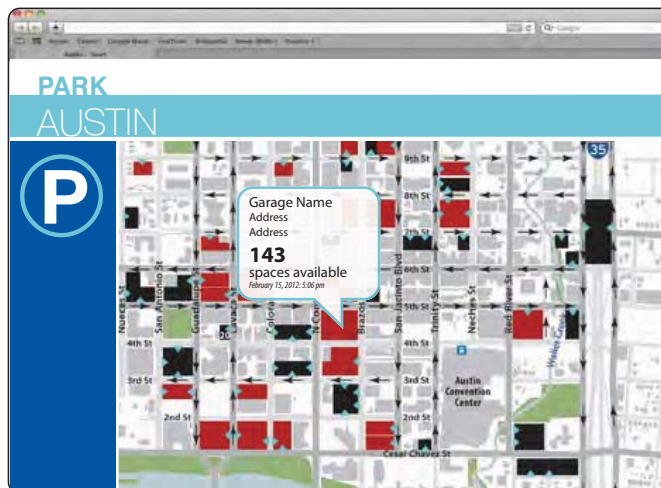
## tools



*New Parking Identity for Downtown Austin*



*Identity carries through to brochures and maps*



*Parking Map page on the FIND AUSTIN website*



*Parking Lot page on FIND AUSTIN App.*





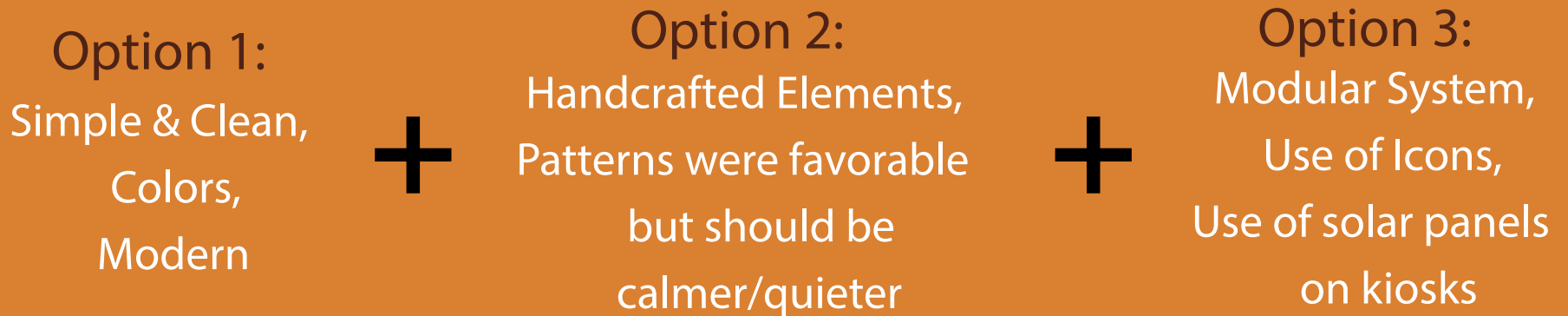
## DESIGN DEVELOPMENT

# Downtown Austin Wayfinding Master Plan

## Overview of Design Options

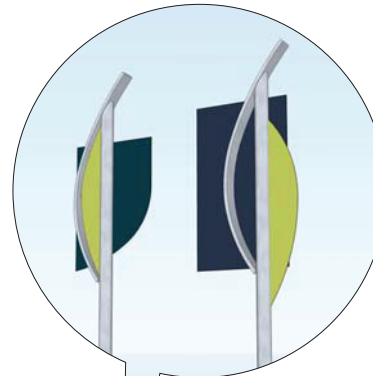
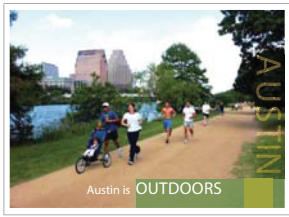
### What we heard from the public:

- Particular elements in each option stood out:

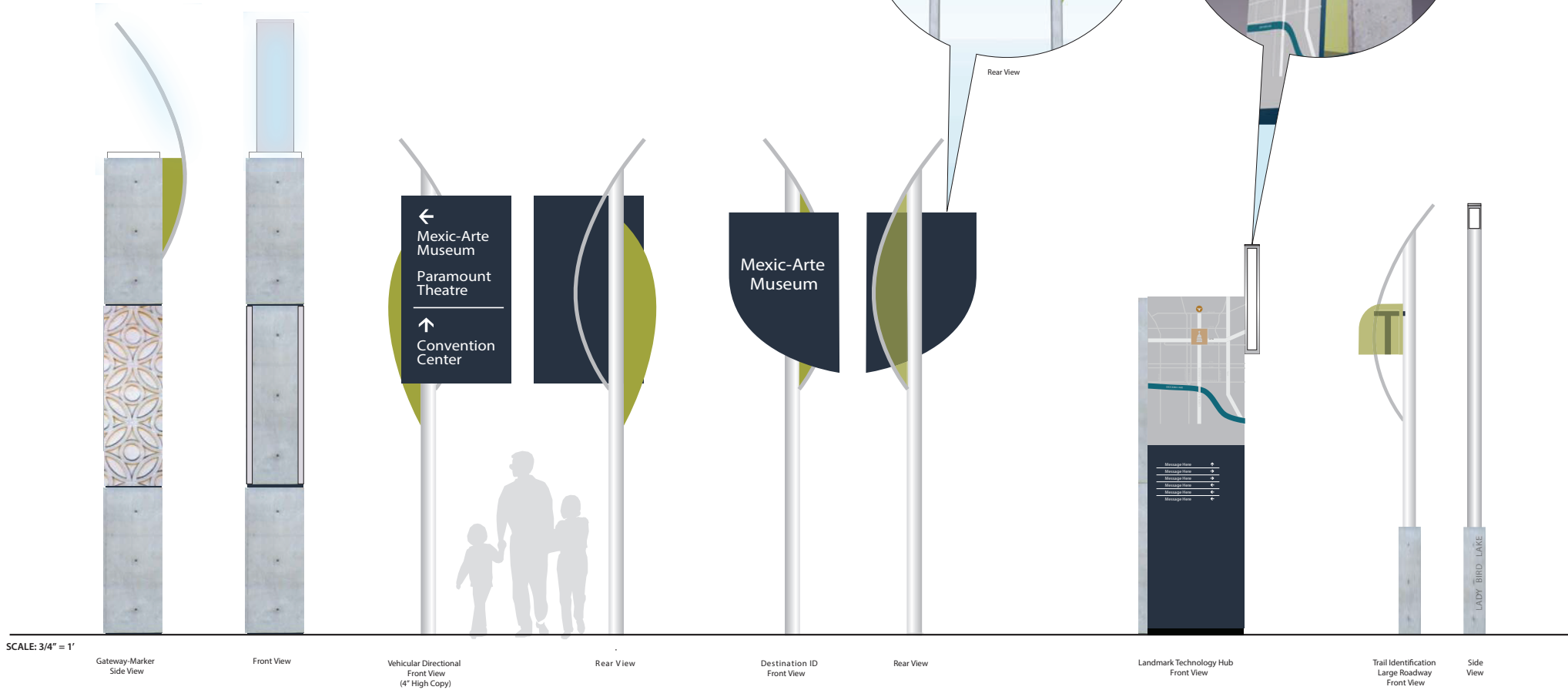
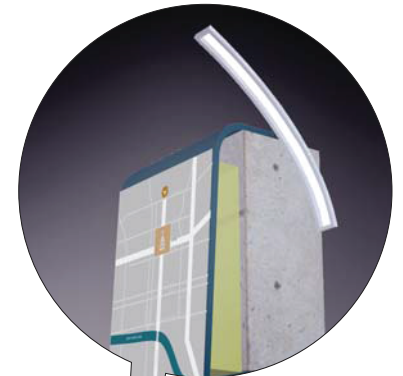


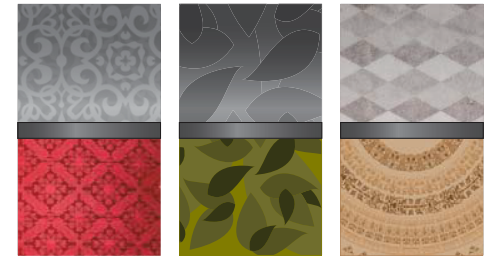
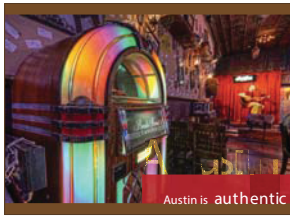
- Present a clearer and more consistent information hierarchy.
- Overall, the first 3 Options were too themed.

**=** Option 4 was developed by incorporating the feedback we received on Options 1, 2, and 3.

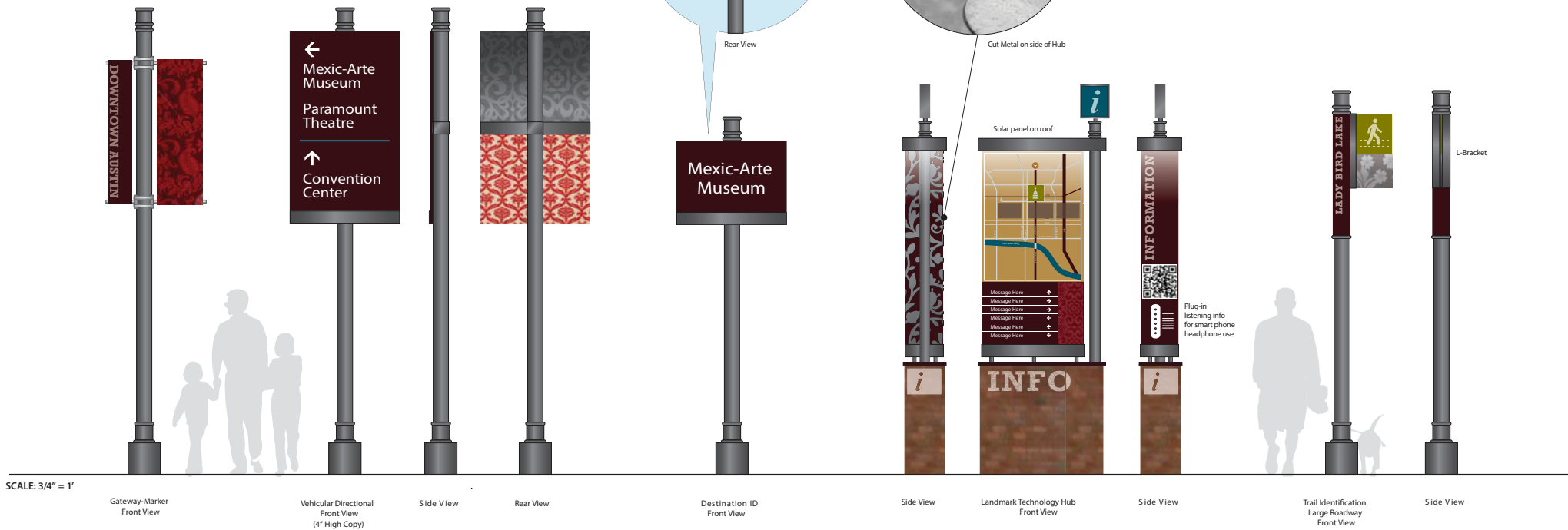
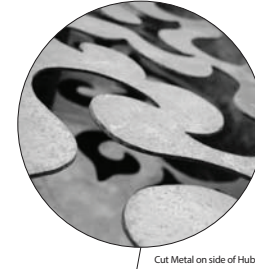
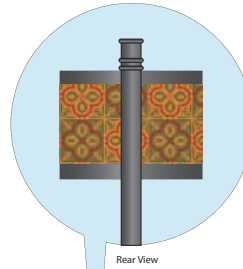
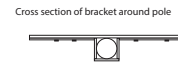


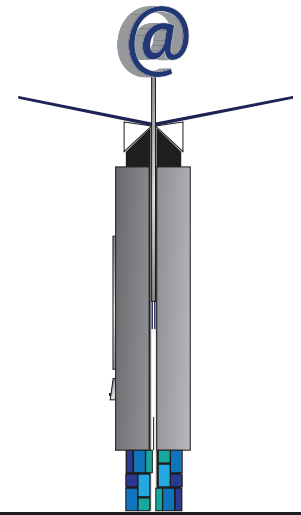
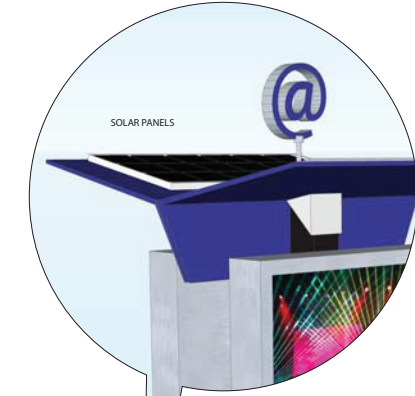
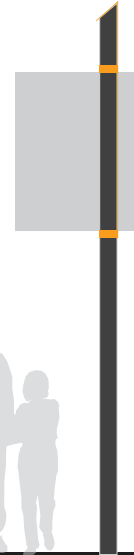
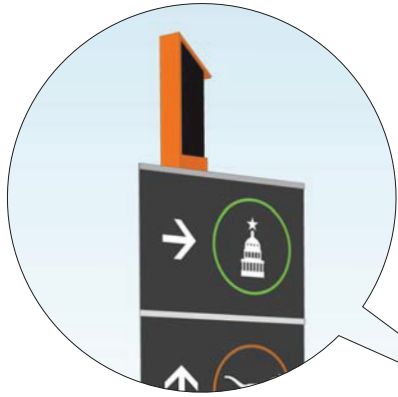
Rear View





Possible pattern directions





SCALE: 3/4" = 1'

Vehicular Directional  
Front View  
(Trailblazer)

Side View  
(Trailblazer)

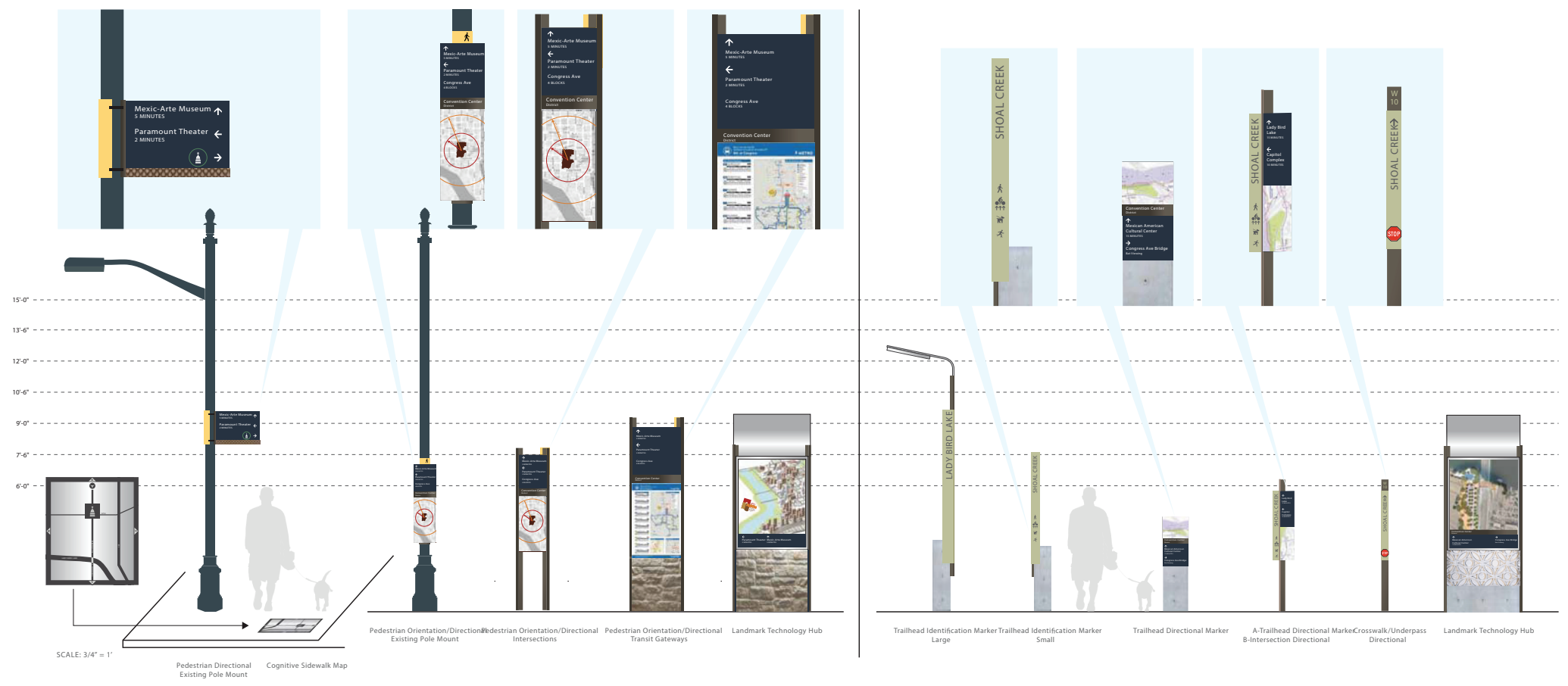
Vehicular Directional  
Front View  
(4" High Copy)

Rear View

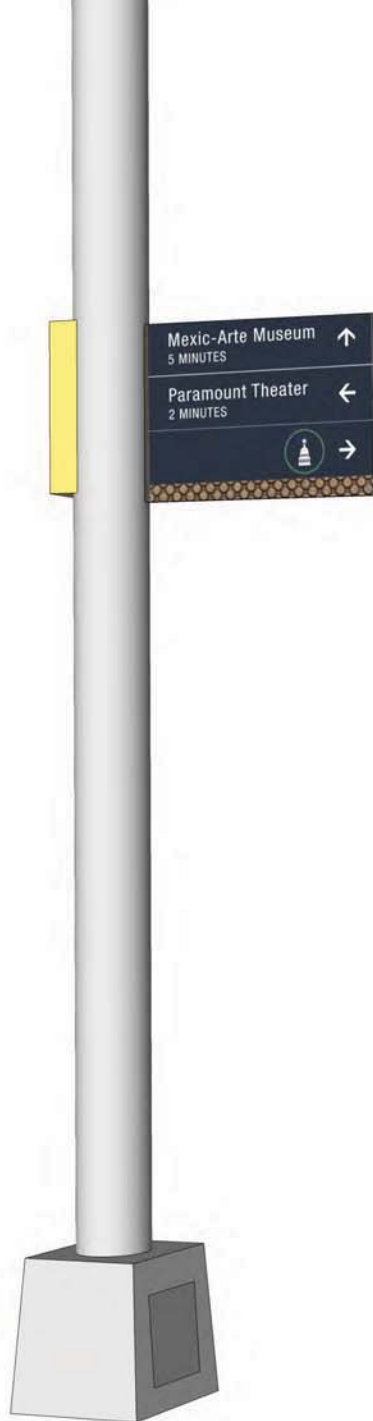
Landmark Technology Hub  
Front View

Side View

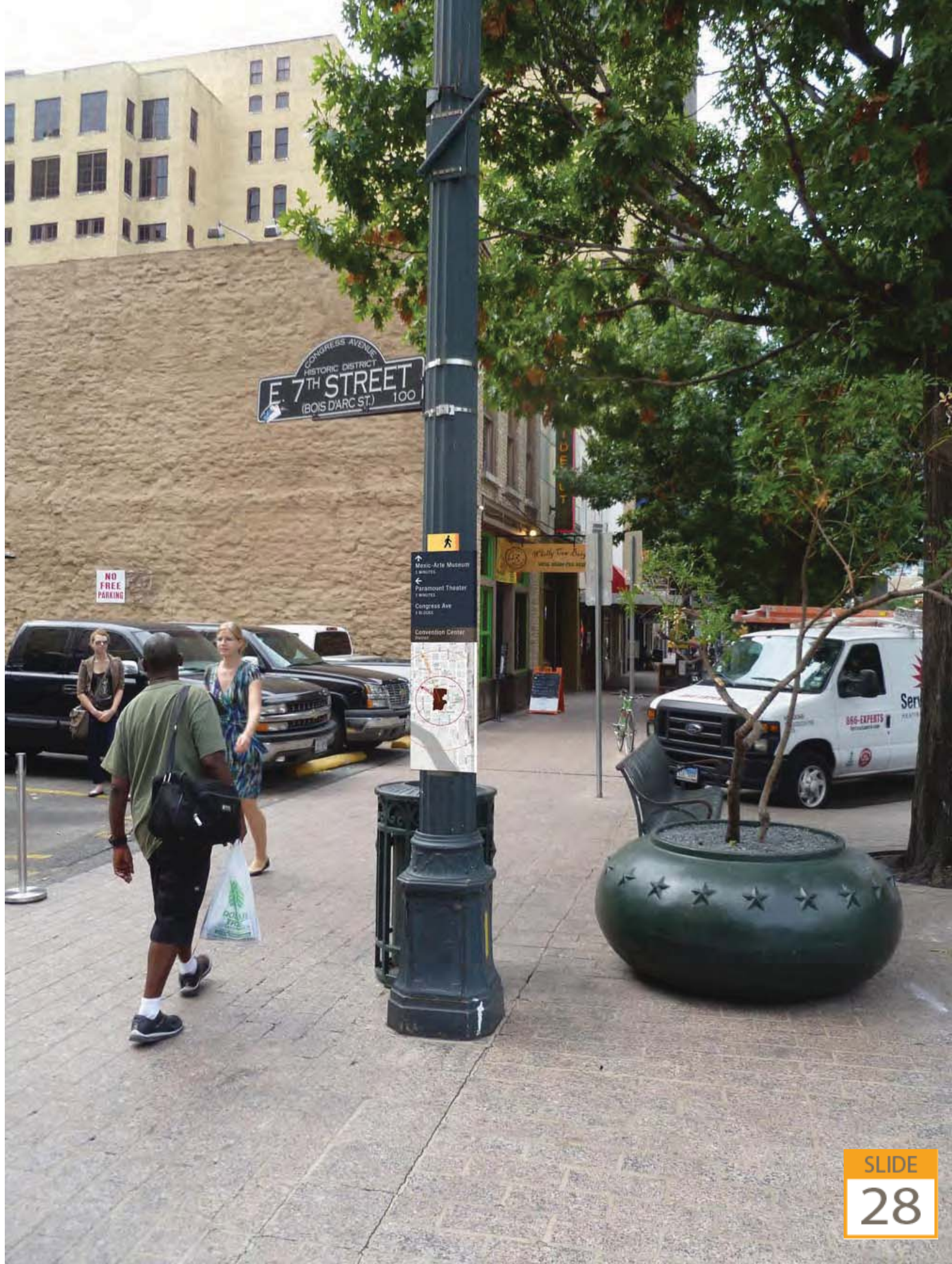
# Option 4: Recommended Option



Menu of Sign Types: Pedestrian Downtown / Trailhead	Downtown Austin Wayfinding Program June 26, 2012
	Recommended OPTION 4







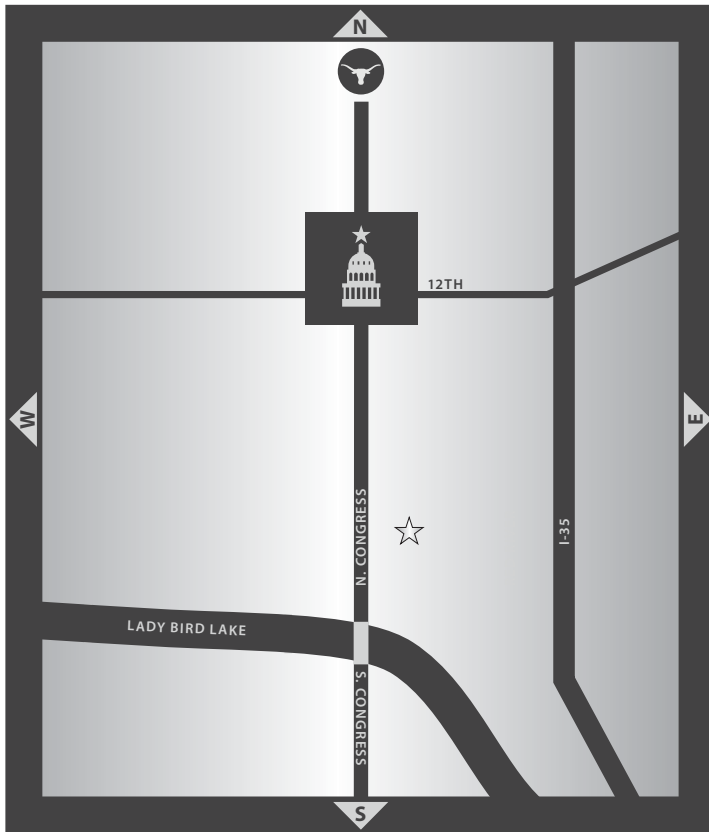
NO  
FREE  
PARKING

CONGRESS AVENUE  
HISTORIC DISTRICT  
E. 7TH STREET  
(BOIS D'ARC ST.) 100

↑  
Missouri State Museum  
1 mile  
←  
Paramount Theater  
1 mile  
Congress Ave  
1 mi. 200 ft.  
Convention Center  
1 mi. 200 ft.





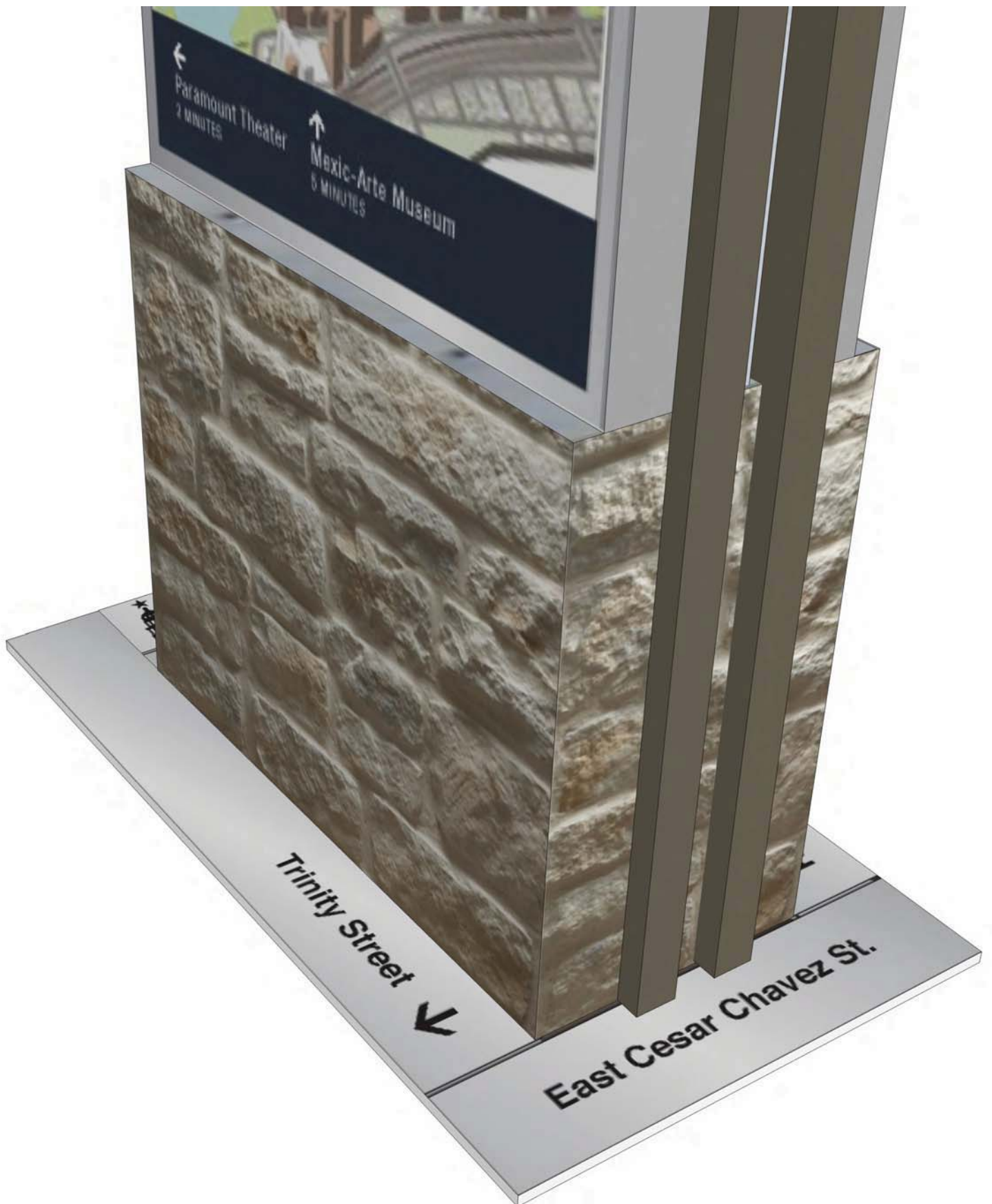










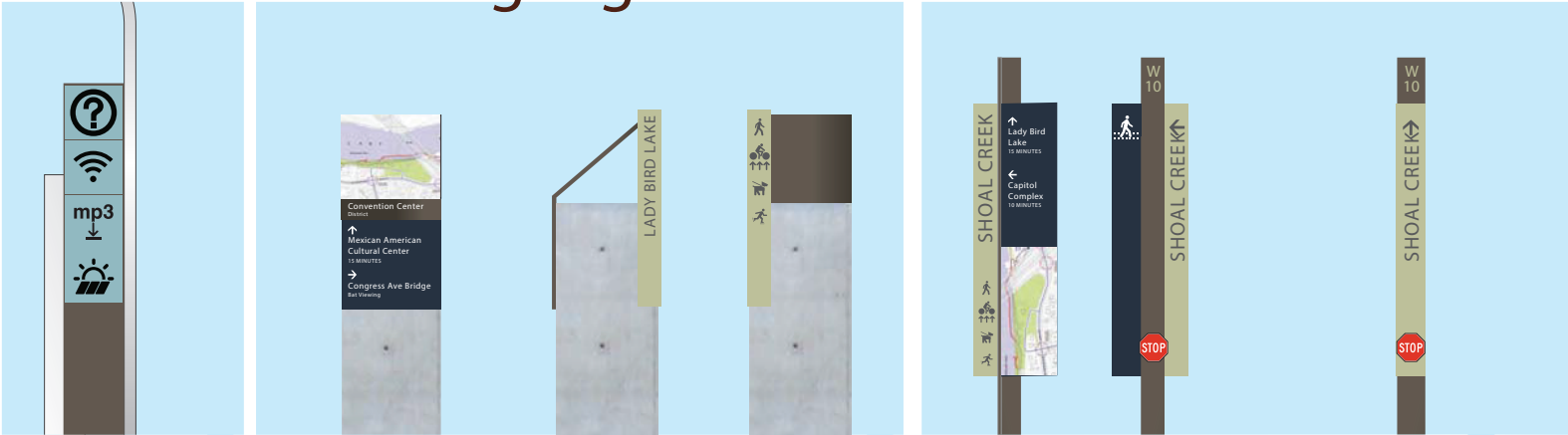








# Option 4: Recommended Trail Signage



Front View

Side View

Rear View

Side A

Side B

Front View

Solar Panel Powered

Solar Panel Powered

Light Fixture

Light Fixture

Download Station

Internally Illuminated

LOCAL ARTIST Opportunity

SCALE: 3/4" = 1'

Front View

Side View

Side View

Rear View

Front View

Front View

Side View

Rear View

Side A

Side B

Front View

Landmark Technology Hub

Trailhead Identification Marker Large

Trailhead Identification Marker Small

Trailhead Directional Marker

A-Trailhead Directional Marker  
B-Intersection Directional

Crosswalk/Underpass Directional



Example: Trail Connection - Shoal Creek/W10th  
No Crosswalk - Direct Pedestrians to Intersection  
Directional Confirmation - Underpass







Handcrafted Finial

Modular Bracket/Panel Holder

1/4" Alum. Sheet with Applied High Intensity Reflective Vinyl


LOCAL ARTIST Opportunity

MODULAR SIGN SYSTEM  
ASSEMBLED BY AUSTIN PUBLIC WORKS  
REFLECTIVE PANELS PRODUCED - IN HOUSE BY SIGN SHOP

The diagram illustrates the assembly of a modular sign system. It shows a vertical post with a handcrafted finial at the top. A modular bracket/panel holder is attached to the post. A 1/4" aluminum sheet with applied high intensity reflective vinyl is shown being attached to the bracket. A local artist opportunity is highlighted for the reflective panels. The system is assembled by Austin Public Works, and the reflective panels are produced in-house by Sign Shop.



INTERNALLY ILLUMINATED



Convention  
Center



Parking - Garage Trailblazer Parking - Garage Identification  
Front View Side View

SCALE: 3/4" = 1'    Vehicular Directional  
Front View  
(Primary Dest.)

Vehicular Directional  
Rear View  
(Primary Dest.)

### Vehicular Directional Side View

Vehicular Directional  
Front View  
(Secondary Dest.)

Parking - Pay Station  
Side View

Parking - Garage Info - VMS  
Front View

Parking - Garage Directional  
Front View

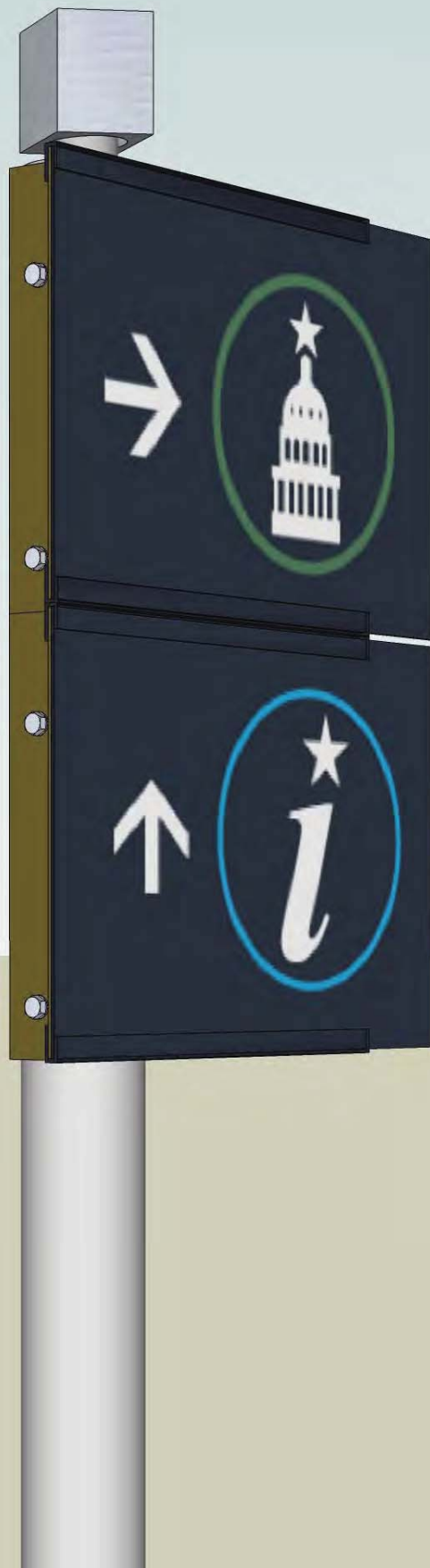


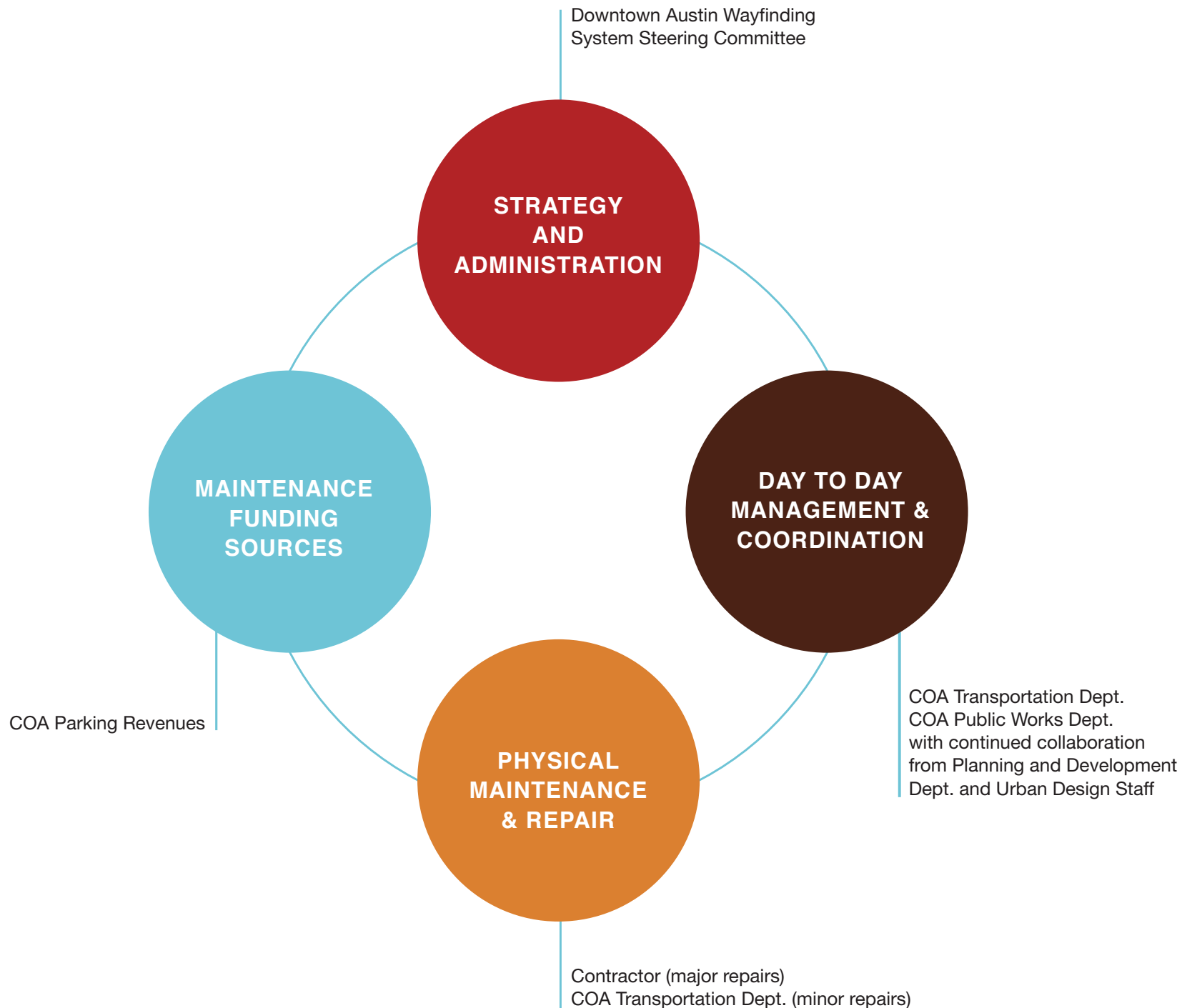




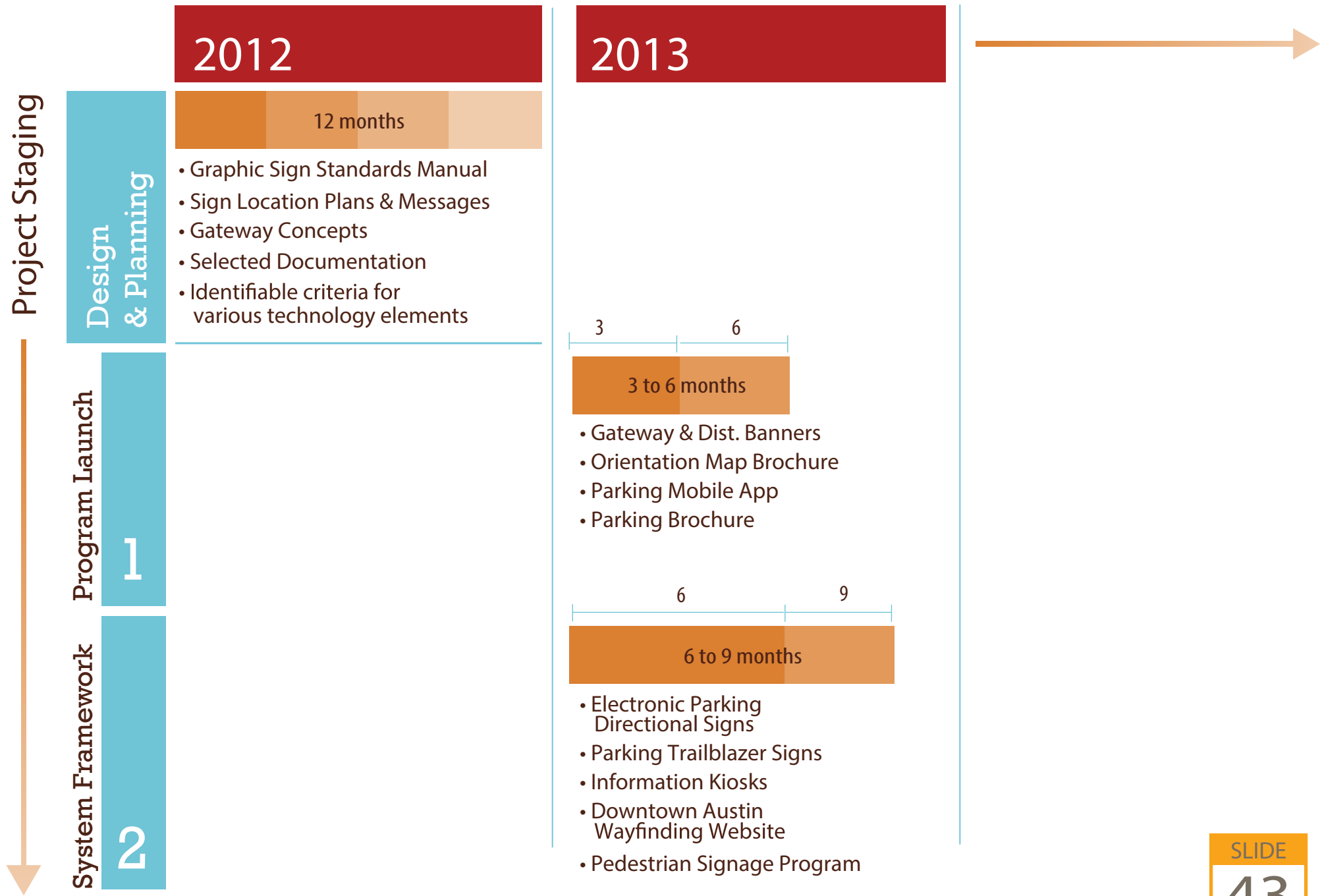




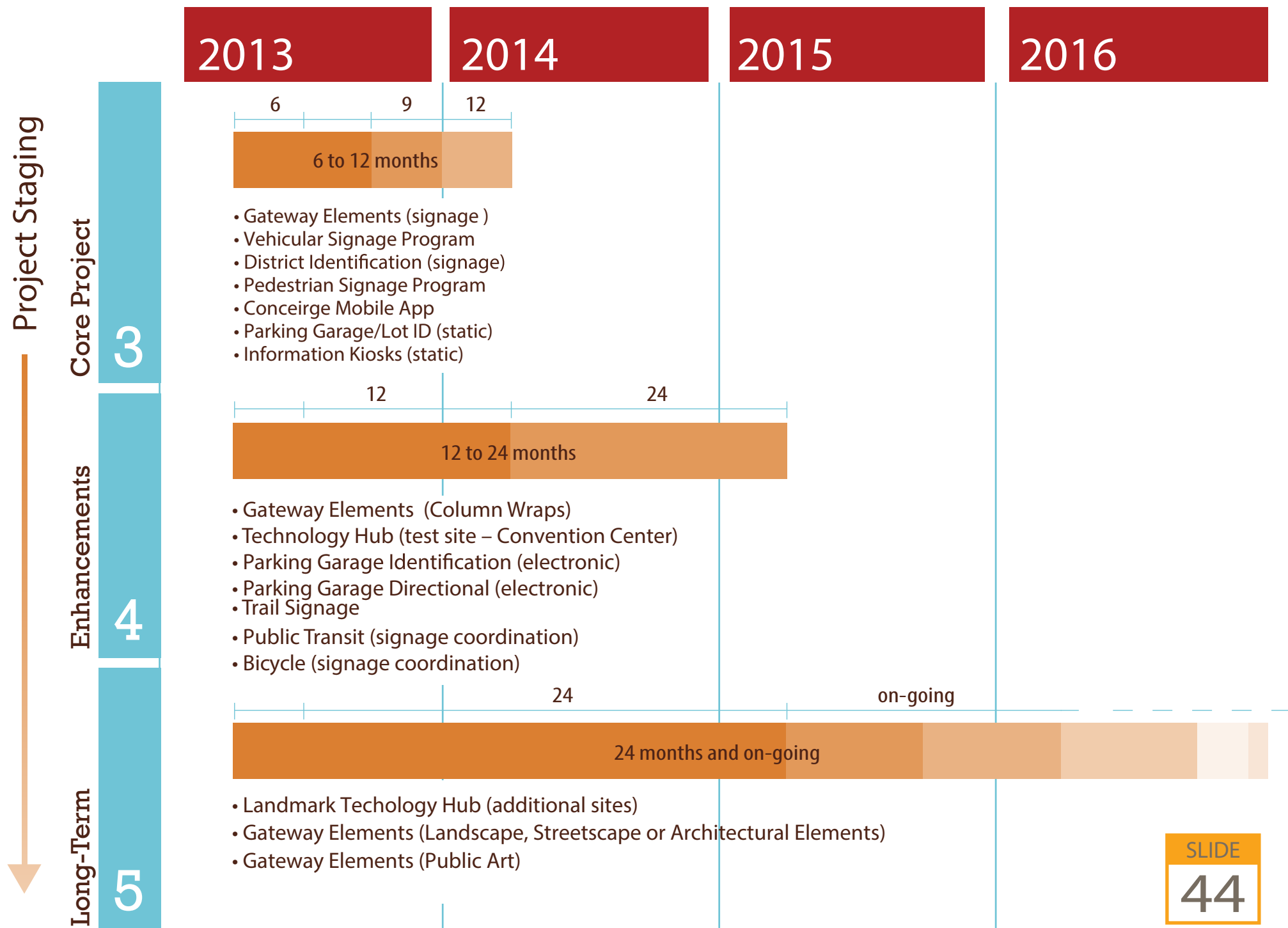
FIGURE 4.2  
Management and Maintenance Responsibilities



# Proposed 5 Stage Implementation Plan



# Proposed 5 Stage Implementation Plan



# Next Steps | Today and beyond

- **Present final draft of Downtown Austin Wayfinding Master Plan to Austin City Council**

(November 8, 2012)

- **Request additional funding authorization to complete Phase 3 - Downtown Wayfinding Graphics Manual (approx. \$85,000)**

The Downtown Wayfinding Graphics Manual will provide the design intent of each sign type with basic elements of fabrication and intended use.

(December 6, 2012)

- **Phase 3 Scope of Work - *Downtown Wayfinding Graphics Manual***  
(early January 2013)

- **Phase 4 Scope of Work - *Implementation***  
(begin fall 2013)



Any Questions?

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